

What is claimed is:

1. A utility bag comprising:
 - a. two side walls connected with a top wall and a bottom wall to form a generally rectangular cavity with a generally rectangular front opening and a generally rectangular rear opening;
 - b. a rear wall connected with said generally rectangular rear opening;
 - c. a door hingedly connected with an edge of said generally rectangular front opening;
 - d. a rigid bottom panel detachably connected with said bottom wall;
 - e. a rigid top panel detachably connected with said top wall;
 - f. removable side panels capable of being removably retained against each of said side walls;
 - g. means for removably retaining each of said side panels to each of said side walls; and;
 - h. a zipper closure connected with said door, and further connected with the front rectangular opening, wherein the periphery of said door may be closed to the periphery of said front rectangular opening.
2. A utility bag as in Claim 1 further comprising:
 - a. a generally rectangular frame connected with said door; and
 - b. a generally rectangular frame connected with said rear wall.
3. A utility bag as in Claim 1 wherein said side panels are semirigid and the means for removably retaining each of said side panels to a side wall comprises an upper pocket and a lower pocket which jointly retain each of said side panels against a side wall.

4. A utility bag as in Claim 1 wherein the means for removably retaining each of said side panels to a side wall comprises a side compartment with a zippered closure, wherein said side panel may be inserted and retained against said side wall.
5. A utility bag as in Claim 1 wherein said door is hingedly connected with the bottom wall.
6. A utility bag as in Claim 1 further including advertising indicia upon an exterior surface of said utility bag.
7. A utility bag comprising:
 - a. two side walls connected with a top wall and a bottom wall to form a generally rectangular cavity with a generally rectangular front opening and a generally rectangular rear opening;
 - b. a rear wall connected with said generally rectangular rear opening;
 - c. a door hingedly connected with an edge of said generally rectangular front opening;
 - d. a rigid bottom panel hingedly connected with an edge of said bottom wall;
 - e. a rigid top panel hingedly connected with an edge of said top wall;
 - f. removable side panels capable of being removably retained against each of said side walls;
 - g. means for removably retaining each of said side panels to each of said side walls; and;
 - h. a zipper closure connected with said door, and further connected with the front rectangular opening, wherein the periphery of said door may be closed to the periphery of said front rectangular opening.
8. A utility bag as in Claim 7 wherein said side panels are semirigid and the means for removably retaining each of said side panels to a side wall comprises an upper pocket and a lower pocket which jointly retain each of said side panels against a side wall.

9. A utility bag as in Claim 7 wherein the means for removably retaining each of said side panels to a side wall comprises a side pocket with a zippered closure along a front edge of said side pocket, wherein said side panel may be inserted and retained against said side wall.
10. A utility bag as in Claim 7 wherein said door is hingedly connected with the bottom wall.
11. A utility bag as in Claim 7 further comprising:
 - a. a handle attached to the exterior surface of said top wall; and;
 - b. at least one shelf capable of dividing the utility bag into at least two compartments.
12. A utility bag as in Claim 7 further including advertising indicia upon an exterior surface of said utility bag.
13. A utility bag as in Claim 7 further comprising:
 - a. a generally rectangular frame connected with said door; and;
 - b. a generally rectangular frame connected with said rear wall.
14. A utility bag as in Claim 13 wherein said side panels are semirigid and the means for removably retaining each of said side panels to a side wall comprises an upper pocket and a lower pocket which jointly retain each of said side panels against a side wall.
15. A utility bag as in Claim 13 wherein the means for removably retaining each of said side panels to a side wall comprises a side pocket with a zippered closure along a front edge of said side pocket, wherein said side panel may be inserted and retained against said side wall.

16. A utility bag as in Claim 13 wherein said door is hingedly connected with the bottom wall.
17. A utility bag as in Claim 13 further including advertising indicia upon an exterior surface of said utility bag.
18. A utility bag as in Claim 13 further comprising a handle attached to the exterior surface of said top wall.
19. A utility bag as in Claim 18, further comprising at least one shelf capable of dividing the utility bag into at least two compartments.
20. A utility bag as in Claim 7 further comprising:
 - a. a generally rectangular frame connected with said generally rectangular front opening; and:
 - b. a generally rectangular frame connected with said generally rectangular rear opening.
21. A utility bag as in Claim 20 wherein said side panels are semirigid and the means for removably retaining each of said side panels to a side wall comprises an upper pocket and a lower pocket which jointly retain each of said side panels against a side wall.
22. A utility bag as in Claim 20 wherein the means for removably retaining each of said side panels to a side wall comprises a side compartment with a zippered closure wherein said side panel may be inserted and retained against said side wall.
23. A utility bag as in Claim 20 wherein said door is hingedly connected with the bottom wall.

24. A utility bag as in Claim 20 further including advertising indicia upon an exterior surface of said utility bag.
25. A method of expanding a collapsible utility bag, and rendering the utility bag rigid comprising:
 - a. joining and fastening a top panel to a top wall;
 - b. joining and fastening a bottom panel to a bottom wall;
 - c. inserting a side panel into a side panel retaining means of each side wall.
26. The method of expanding a collapsible utility bag of Claim 25, and rendering the utility bag rigid wherein the retaining means for each side panel comprises an upper pocket and a lower pocket.
27. The method of expanding a collapsible utility bag of Claim 25, and rendering the utility bag rigid wherein the retaining means for each side panel comprises a side compartment.
28. A method of collapsing a collapsible utility bag comprising:
 - a. removing each of two side panels from a side panel retaining means;
 - b. pivoting a bottom panel and pivoting a top panel towards each other to abut a rear wall; and;
 - c. moving a front rectangular opening towards the rear wall therein collapsing the utility bag.
29. The method of collapsing a collapsible utility bag of Claim 28 wherein the retaining means for each side panel comprises an upper pocket and a lower pocket.
30. The method of collapsing a collapsible utility bag of Claim 28 wherein the retaining means for each side panel comprises a side compartment.

31. A method of advertising comprising:
 - a. providing to any person a collapsible utility bag, said utility bag including:
 1. two side walls connected with a top wall and a bottom wall to form a generally rectangular cavity with a generally rectangular front opening and a generally rectangular rear opening;
 2. a rear wall connected with said generally rectangular rear opening;
 3. a door hingedly connected with an edge of said generally rectangular front opening;
 4. a rigid bottom panel detachably connected with said bottom wall;
 5. a rigid top panel detachably connected with said top wall;
 6. removable side panels capable of being removably retained against each of said side walls;
 7. means for removably retaining each of said side panels to each of said side walls; and;
 8. a zipper closure connected with said door, and further connected with the front rectangular opening, wherein the periphery of said door may be closed to the periphery of said front rectangular opening; and;
 9. advertising upon at least one surface of said utility bag.

32. The method of advertising of Claim 31 wherein said person is a consumer.

33. The method of advertising of Claim 31 wherein said person is a business.